



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/15 thru 08/21.
 (prices in dollars per carton)

Fri. Aug 15, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		40.4% of 22,900 stores				24.6% of 22,900 stores				54.1% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			150	1.99	30	1.79	550	1.76			1,290	1.31
	White 18 pack			430	2.12			150	2.89	20	1.99	440	2.14
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	90	1.44	3,060	1.66	20	1.67	890	1.25	50	1.60	4,840	1.32
SPECIALTY	White 18 pack			1,720	2.53			360	2.42	50	1.97	870	1.92
	Brown 12 pack			10	0.97			10	1.49			70	1.89
	USDA ORGANIC												
	White 12 pack							40	2.66				
	Brown 12 pack			480	4.01	10	3.77	90	3.92			570	4.08
	OMEGA-3												
	White 12 pack	10	1.99	2,360	2.49	410	2.99	670	2.60	40	2.69	2,300	2.47
	Brown 12 pack			270	2.02			10	2.69			210	2.00
	CAGE-FREE												
	White 12 pack	60	3.49	240	3.57			960	2.50	60	2.94	2,290	2.68
	Brown 12 pack	20	2.99	280	3.28	60	3.49	1,550	2.61			3,140	2.73
	VEGETARIAN FED												
	White 12 pack			290	1.99					240	2.66	520	2.46
	Brown 12 pack			200	2.65	430	2.90	770	2.72			10	3.49

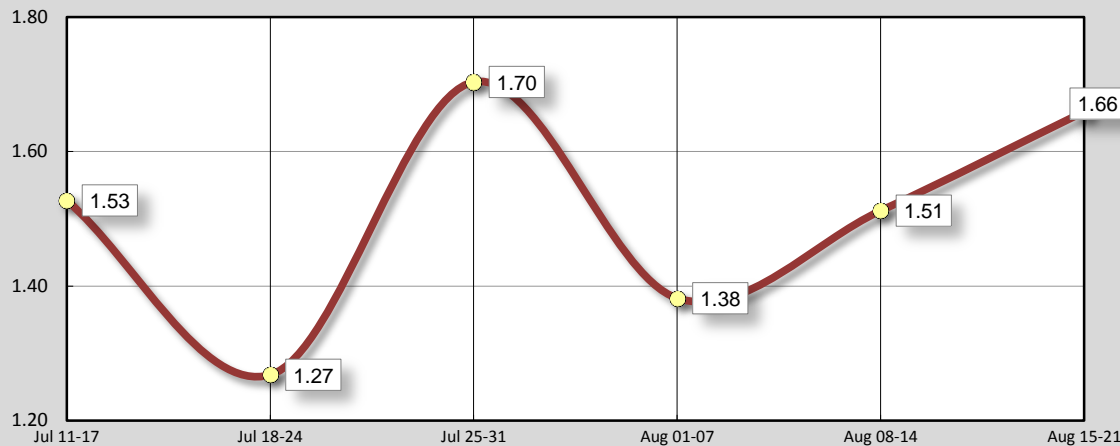
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,460	2,010	7,630	Large Eggs on
Specialty	4,210	5,000	9,380	Aug-11-2014
Total (includes MD)	9,810	7,570	17,440	494.7
Special Rate 4/:	2.5%	2.9%	1.0%	down 2.7%

5/ 1,000's of 30-doz cases

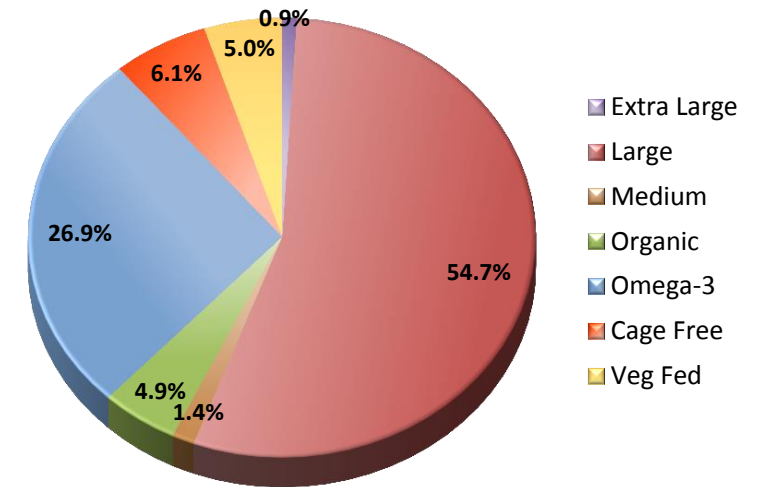
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs rebounds and more than doubles last week's activity due to a sharp increase in Grade A Large egg features. The average price of Large White eggs, Grade A or better, offered to consumers continues moving higher. Price conscious shoppers are finding that the number of 'no price' incentives is about the same as a week ago. Promotions for specialty eggs decline. Features of omega-3 and USDSA Organic type eggs are higher in number, however cage-free and vegetarian fed taper off. Featuring of liquid egg products decreases. Promotions of liquid eggs are primarily found in the Northeast and Southeast regions, limited elsewhere.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/ FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}			49.5% of 4,700 sampled outlets Activity Index = 3,180 (includes Medium)						46.8% of 5,900 sampled outlets Activity Index = 2,730 (includes Medium)						30.0% of 4,200 sampled outlets Activity Index = 1,170 (includes Medium)					
CLASS			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
			Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack					1.99	60	1.99										1.99	10	1.99
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack		1.50	80	1.50	0.99 - 1.88	400	1.66				1.25 - 1.79	1,440	1.76	0.99	10	0.99	0.88 - 1.79	640	1.42
	White 18 pack					2.00 - 2.99	170	2.83				2.00 - 2.89	1,150	2.58				1.99 - 2.39	130	2.05
	Brown 12 pack																	0.97	10	0.97
	MEDIUM		White 12 pack						White 12 pack			0.99 - 1.25	80	1.07	White 12 pack			0.99	20	0.99
			White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack					2.69 - 5.58	340	4.06										3.29 - 3.99	30	3.62
	OMEGA-3																			
	White 12 pack		1.99	10	1.99	1.98 - 2.99	1,060	2.29				2.49	40	2.49				2.00 - 2.49	40	2.31
	Brown 12 pack					1.98 - 2.99	270	2.02												
	CAGE-FREE																			
	White 12 pack		3.49	60	3.49	3.49	60	3.49										3.59	180	3.59
	Brown 12 pack		2.99	20	2.99	2.49 - 3.49	180	3.46										2.49 - 2.99	100	2.96
	VEGETARIAN FED																			
	White 12 pack					1.99	290	1.99												
	Brown 12 pack					2.50 - 2.99	180	2.61				2.99	20	2.99						
			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}			27.3% of 4,200 sampled outlets Activity Index = 1,230 (includes Medium)						49.4% of 2,800 sampled outlets Activity Index = 1,070 (includes Medium)						35.0% of 1,200 sampled outlets Activity Index = 430 (includes Medium)					
USDA GRADE AA	White 12 pack					1.99	80	1.99				1.88 - 2.67	380	2.07						
	White 18 pack					2.50	50	2.50												
	Brown 12 pack																			
	MEDIUM		White 12 pack						White 12 pack						White 12 pack			99.00	40	99.00
USDA GRADE A	White 12 pack					0.99 - 1.79	390	1.64				1.69 - 1.79	130	1.78				1.79	60	1.79
	White 18 pack					1.99 - 2.89	270	2.38												
	Brown 12 pack																			
	MEDIUM		White 12 pack						White 12 pack						White 12 pack					
			White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack					3.99	100	3.99				3.99	10	3.99						
	OMEGA-3																			
	White 12 pack					2.09 - 2.49	340	2.36				2.99	550	2.99				2.49	330	2.49
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			



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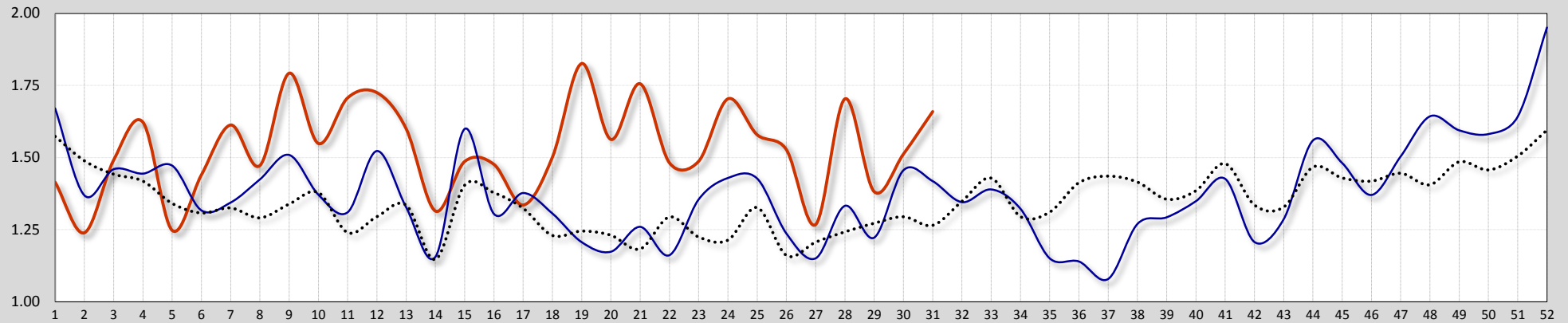
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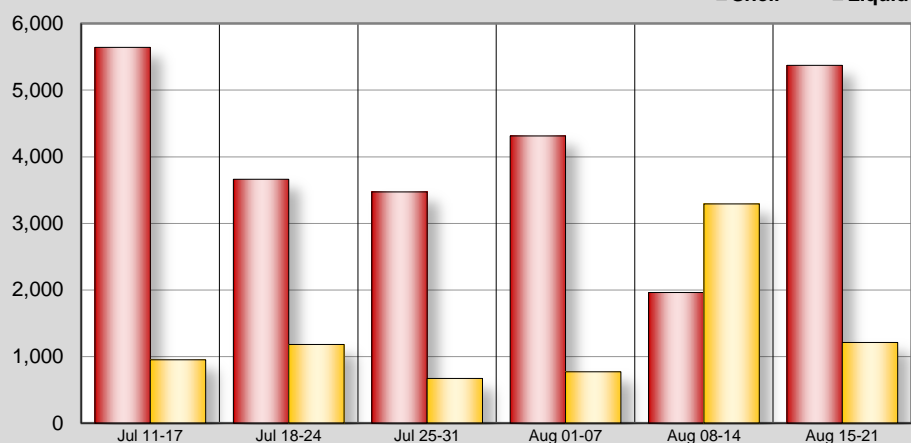
Fri. Aug 15, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.0%	13.6%	7.4%	20.5% of 4,700 sampled	2.1% of 5,900 sampled	1.3% of 4,200 sampled	0.0% of 4,200 sampled	0.0% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,210	3,290	1,640	Activity Index = 940	Activity Index = 220	Activity Index = 50	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	400 2.38	1,270 2.51	380 2.46	2.50 - 3.00 220 2.59	1.99 - 2.50 130 2.19	1.99 50 1.99			
32 oz. crtn	810 3.70	2,020 4.48	1,240 3.31	1.99 - 5.49 720 3.70	2.29 - 4.69 90 3.70				
3 - 4 oz. cup			20 2.49						
2 - 8 oz. cup									

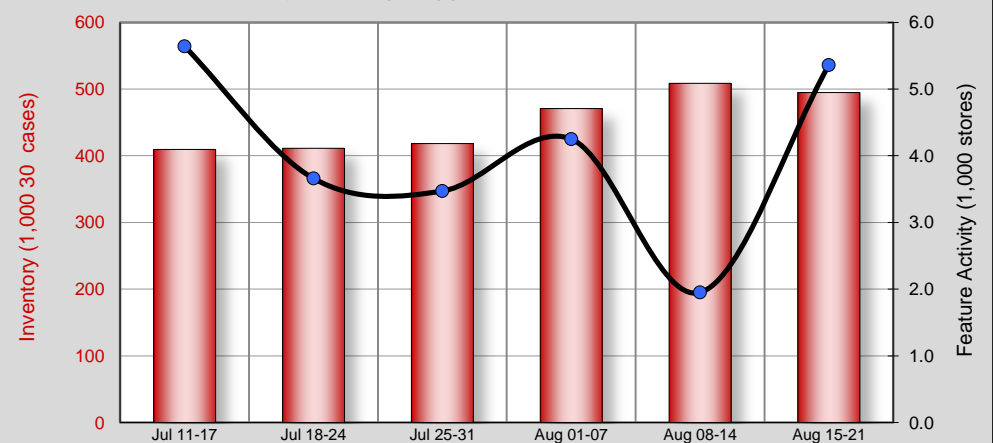
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>